

UOT

2021

SOUTHERN UTAH + Winter

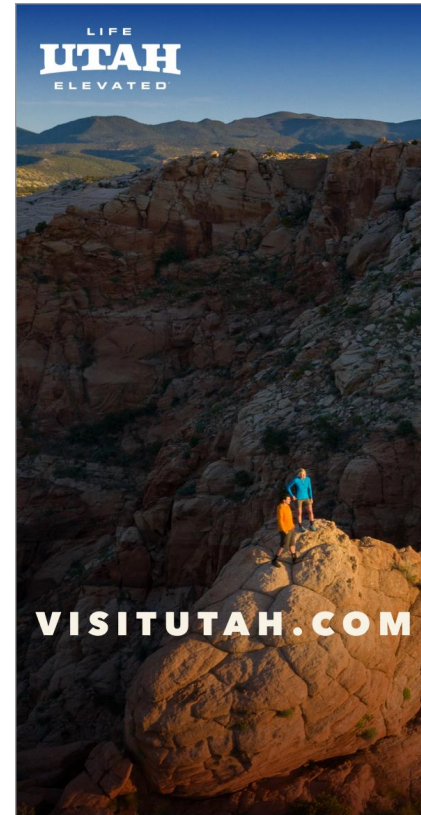
A wide-angle landscape photograph of a snow-covered canyon with red rock formations under a twilight sky. The scene captures a vast expanse of a canyon, likely Bryce Canyon, with numerous hoodoos and layered rock walls. The ground and the tops of the rock formations are covered in a thick layer of white snow. The sky above is a gradient of soft colors, transitioning from a pale blue at the horizon to a light pink and purple towards the top. The overall atmosphere is serene and majestic.

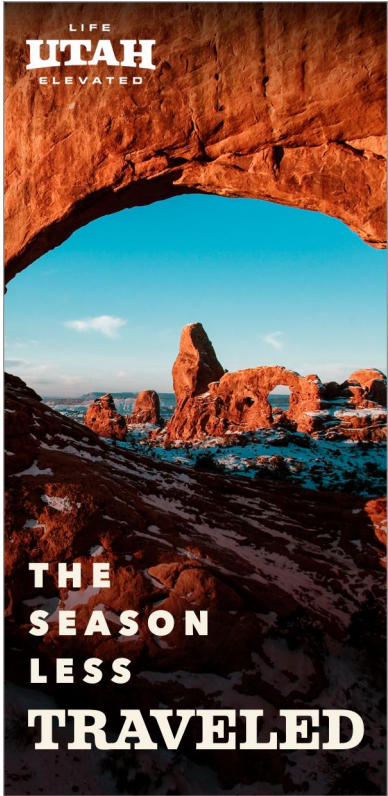
Southern Utah+ Winter

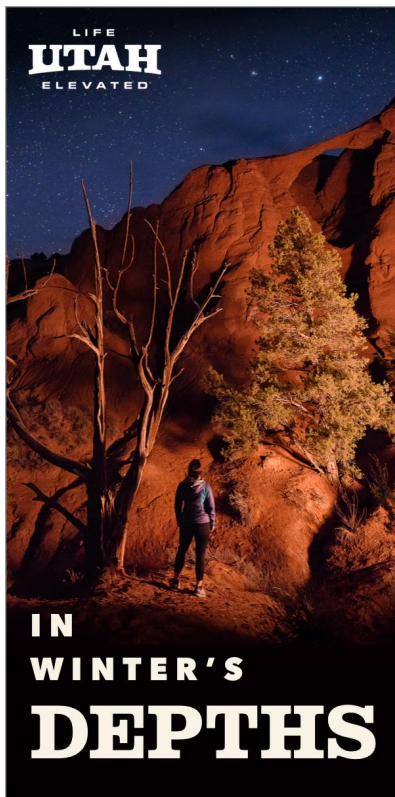
The Utah Office of Tourism

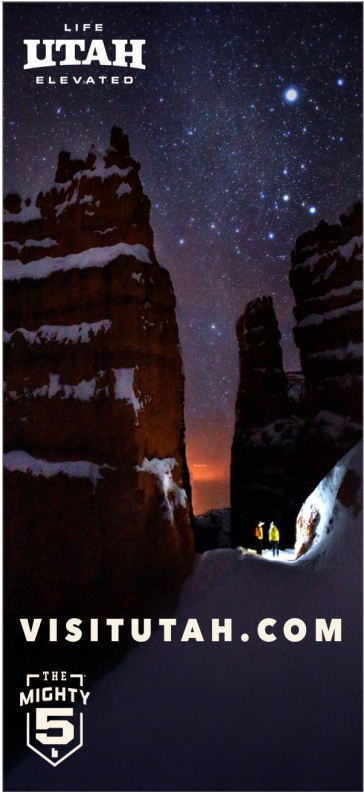
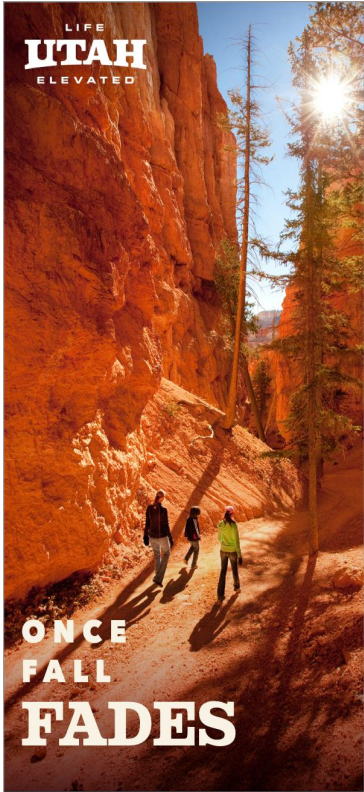
Utah Office of Tourism Southern Utah+ Winter																							
	2021										2022										BUDGET		
	October					November					December				January				February				
	27	4	11	18	25	1	8	15	2	29	6	13	20	27	3	10	17	24	31	7	14	21	28
Digital																							
Trip Advisor																							
Competitive Targeting																							
Programmatic Display/Pre-Roll																							
Native On-Site																							
CTV																							
YouTube																							
Social																							
Ad Serving																							
Total Media																							

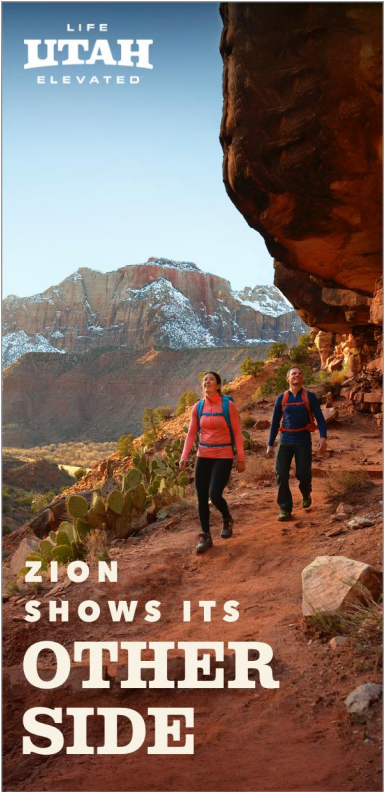
Banner Testing

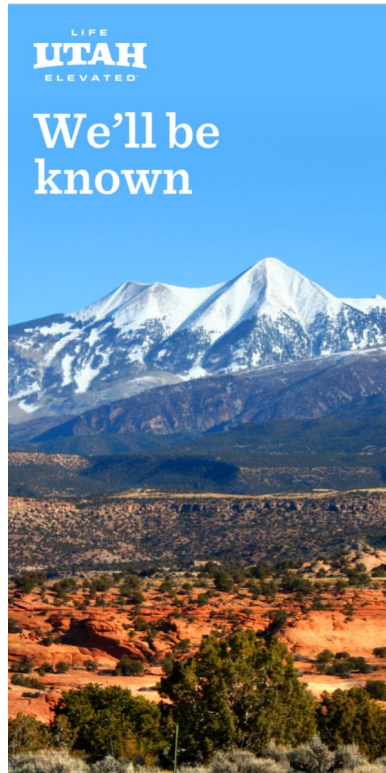
















Kodachrome Dark Skies :15



Robbers Roost :15



Gooseberry Mesa :15

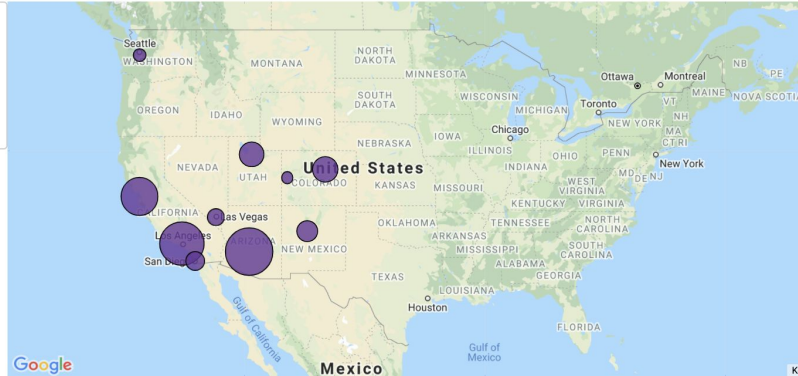
Campaign Performance

Digital Summary

- The Southern Utah Winter campaign campaign generated over 236k post impressions, for a total PIR of .75%. This is an increase in post impression activities of more than 2x compared to last years December board report.
- There were 736k hotel searches amounting to a total estimated revenue of \$9.6M, this is a 261% increase since last board meeting.
 - ADR \$149.26

Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Phoenix, AZ, US	14.7
2	Los Angeles, CA, US	13.1
3	San Francisco Bay Area, CA, US	10.7
4	Denver, CO, US	6.5
5	Salt Lake City, UT, US	6.3
6	Albuquerque, NM, US	5.2
7	San Diego, CA, US	4.5
8	Las Vegas, NV, US	3.9
9	Seattle-Tacoma, WA, US	3.1
10	Grand Junction, CO, US	2.9



Ecosystem Data

15%

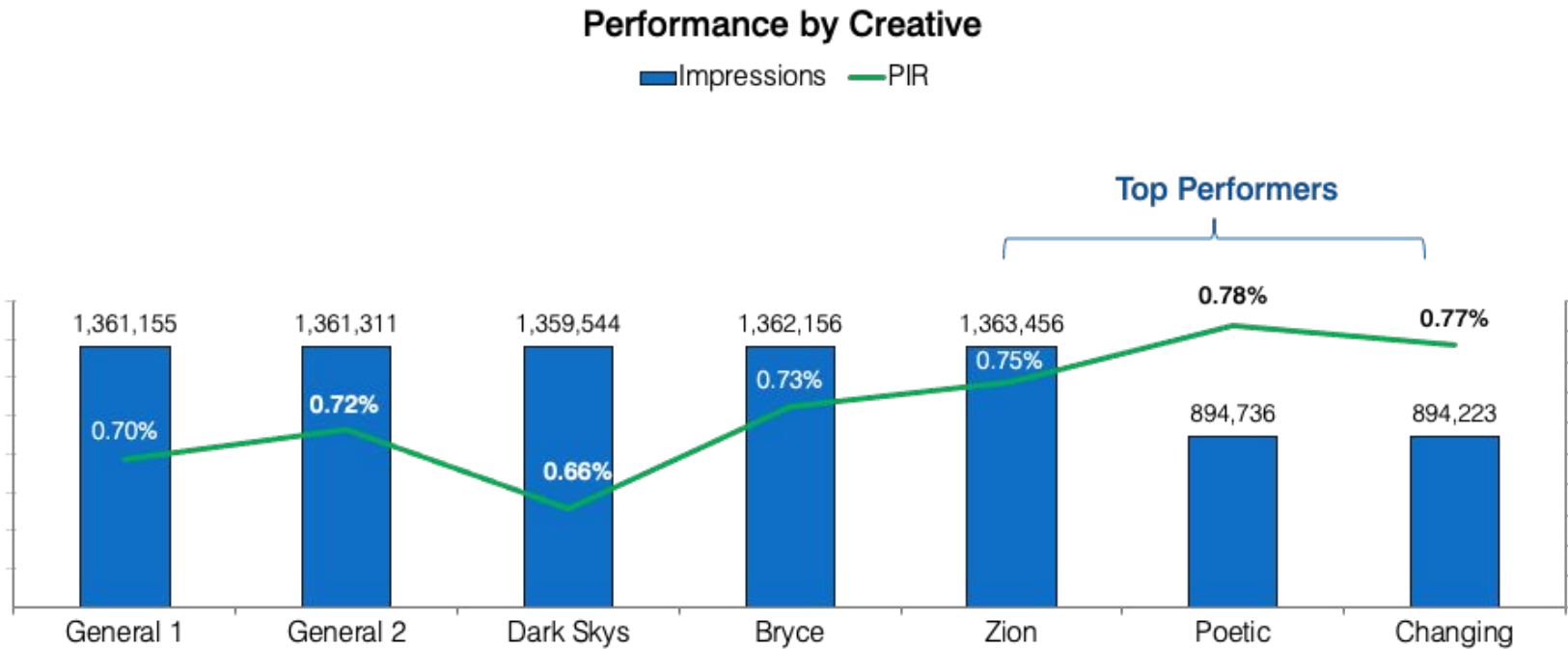
Increase in ADR from travelers exposed to our campaign compared to last years Southern Utah Winter campaign (through January of 2021).

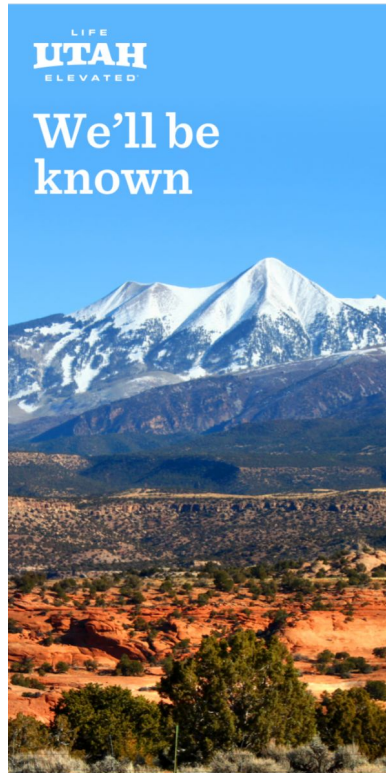
Ecosystem Data

43%

Increase in ADR from travelers exposed to our campaign compared to the baseline Adara observes for all those booking a trip to Utah (\$104.3 vs. \$149.26).

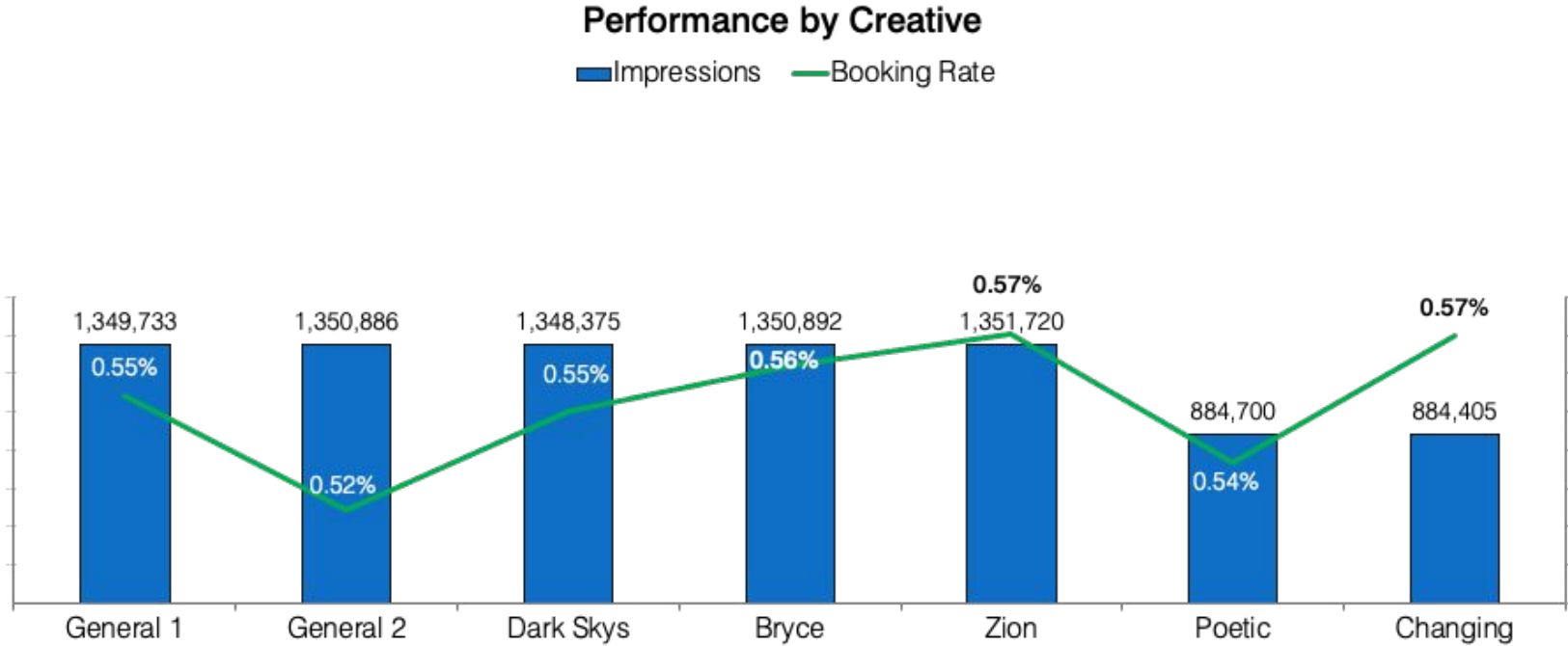
Aggregated Creative Performance



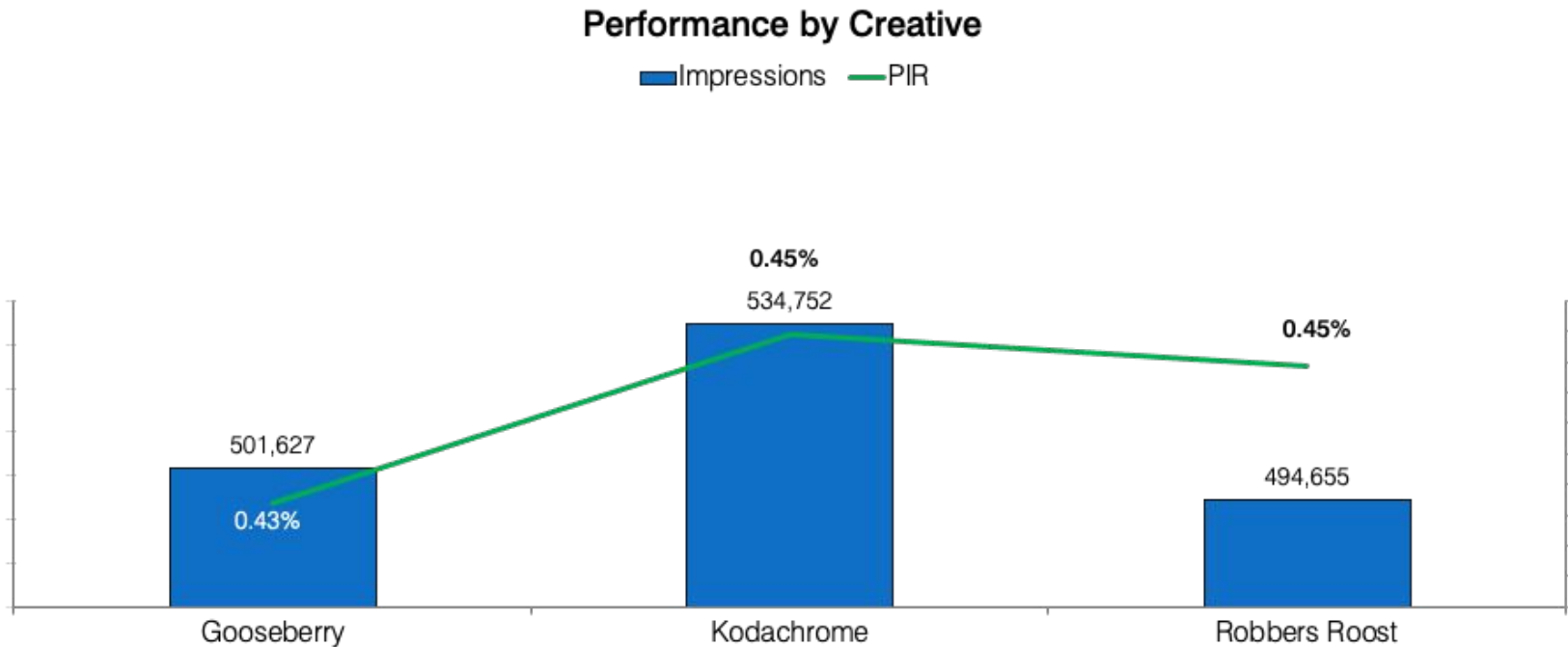




Aggregated Creative Performance - Bookings



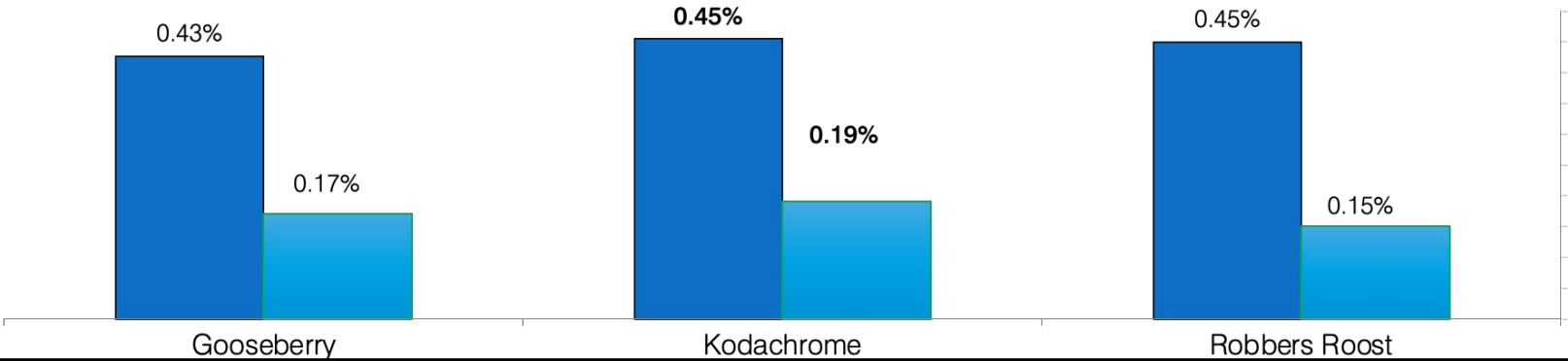
Aggregated Creative Performance - Pre-Roll



Aggregated Creative Performance - Pre-Roll

Performance by Creative

PIR 2022 PIR2021



Content Marketing Performance

CAMPAIGN TRAFFIC

Nov. 1 - Jan 11

107K

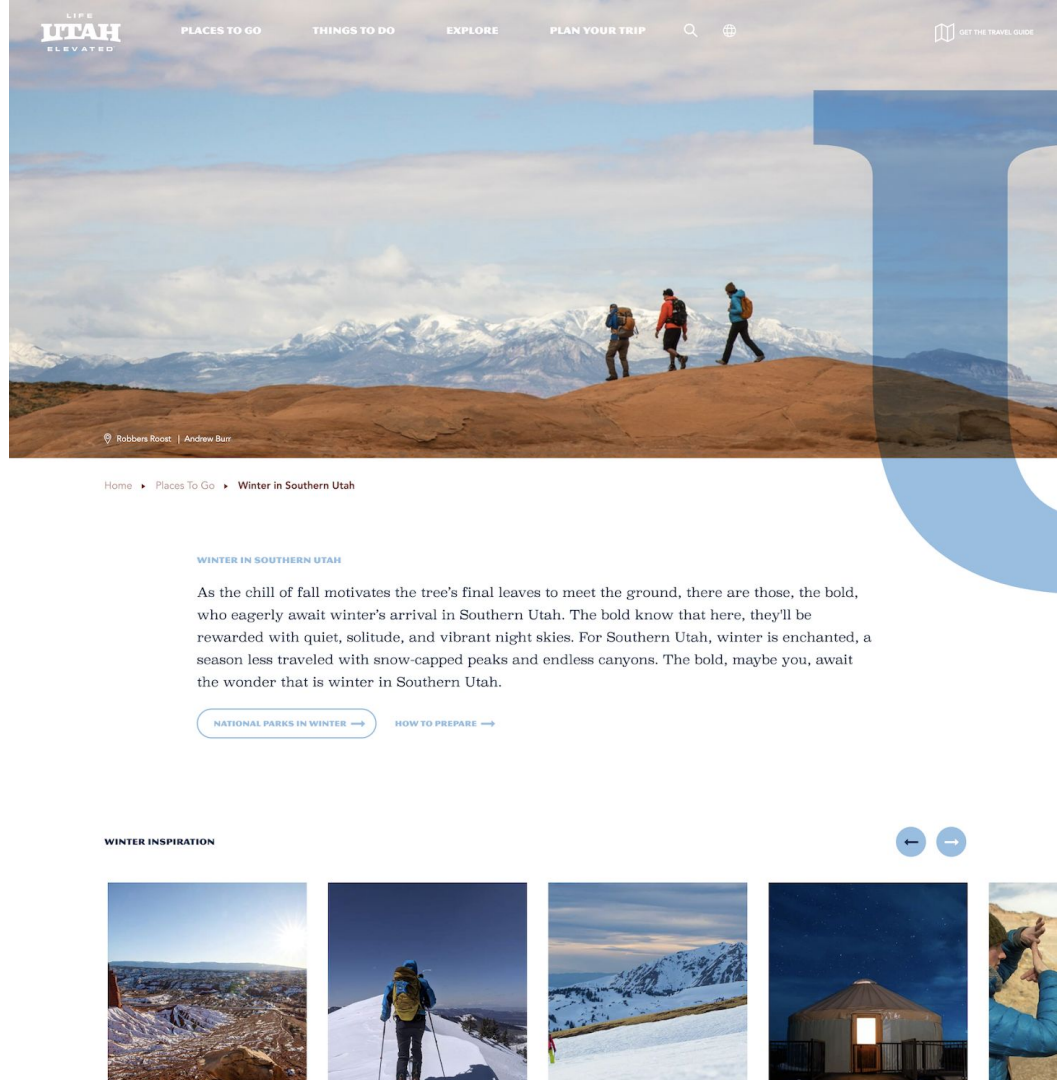
Sessions on VisitUtah.com

28%: Organic Social
24%: Native Advertising
16%: Organic + Paid Search
14%: Paid Social

\$1.43M

Revenue generated

\$149.18 ADR



CAMPAIGN LANDING PAGE

50K

Pageviews

#2

Most-visited page on
VisitUtah.com

EXPLORE AN ITINERARY

[VIEW ALL →](#)

A Winter Trip Through the Heart of Utah's Desert

4 Days

Experience a world unlike anything you've ever imagined in the high desert mountains and plummeting canyons of south-central Utah. You'll step into two national parks, three state parks, and all the scenic winding roads your heart could desire.



Alpine, Après and Arches

5 Days

Timed perfectly for winter, this journey takes you to some of the finest mountain resorts in the world, then to the most spectacular vistas of the scarlet-hued desert.



Larger Than Life: Winter in Southwestern Utah

5 Days

This desert is dramatic. In a really good way. Experience the towering heights of Zion, the depths of Buckskin Gulch, the dunes of Snow Canyon, the sunset over Gooseberry. Southern Utah's wilds are wearing their winter splendor.



Ski Southern Utah: High Alpine Trails + Red Rock Wonder

5 Days

Southern Utah is home to two high-elevation ski areas that contain generous helpings of what we call (with authority) The Greatest Snow on Earth®. Things can be a little quieter down here this time of year. Give yourself at least five days to combine the thrills of Southern Utah skiing and boarding with exploring the wintertime wonders to be found in Utah's red rock country.



Winter Aglow in Southeastern Utah

5 Days

Find your sense of adventure and awe in the vast yet intricate swaths of desert from Arches National Park to Monument Valley. From delicate river-fed ecosystems to crimson-hued rock buttresses, this magical landscape is awash in history, dating back thousands of years to the original Native American settlers to whom these places were sacred.



Winter's Summits and Rockscapes

5 Days

There's no better way to experience a bit of everything Utah offers. Ski its heavenly powder snow, then point your car southward to wind your way through the exquisite Bryce Canyon National Park, Zion National Park and a series of crimson-hued state park gems along the way.

A wide-angle photograph of a desert landscape featuring prominent white rock formations and hoodoos. A person wearing a red jacket and a blue hat stands on a small rock formation in the foreground, providing a sense of scale. The background shows a large, layered rock wall under a clear blue sky. The text "CAMPAIGN HIGHLIGHTS" is overlaid in the center.

CAMPAIGN HIGHLIGHTS

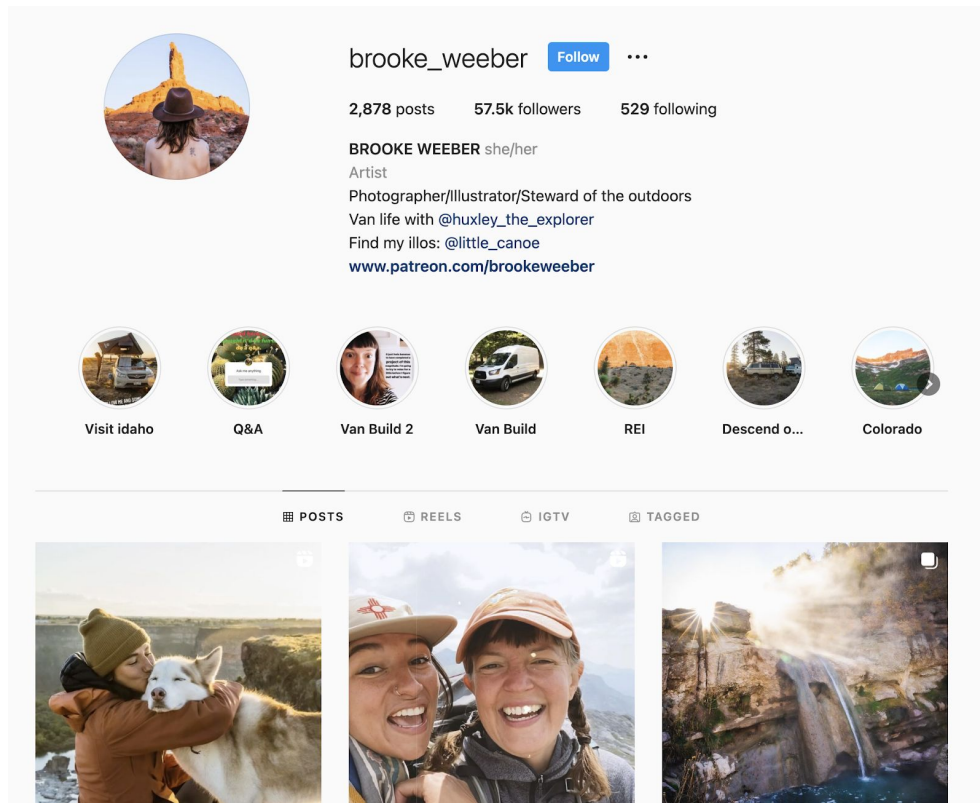
ORGANIC SOCIAL

First-time on the snow, Francesca teamed up with us to showcase Southern Utah as an accessible destination for winter activities both on and off the slopes.



INFLUENCER MARKETING

Ski + Southern Utah
combined influencer
trip starting next week.



NEW CONTENT

LIFE
UTAH
ELEVATED



◀ Monument Valley Navajo Tribal Park

WINTER IN MONUMENT VALLEY

Need a reason to visit Monument Valley in the winter? We'll give you two: no crowds and no heat. This Navajo Tribal Park at the Utah-Arizona border features colossal mesas, wind-swept buttes and sandstone. [Feedback](#) Learn out of a post



Photo: Austen Diamond

LIFE
UTAH
ELEVATED



◀ Glen Canyon and Lake Powell

WINTER IN LAKE POWELL

Lake Powell sprawls across Glen Canyon National Recreation Area, winding its tentacles into red-rock crevices, slot canyons, and Rainbow Bridge National Monument. Boisterous, water-splashing crowds spill into the high desert area for summer, but in the wintertime, lake life unveils its softer side — a serene scene for fishing, boating, hiking and off-roading. If undisturbed is what you seek, Lake Powell in the winter delivers.

[GLEN CANYON AND LAKE POWELL](#) ➔

Feedback



NATIVE

Native articles have generated roughly \$3.1M in hotel revenue with “Find a Winter Refresh in Utah’s State Parks” driving the most efficient bookings.

[Home](#) » [Articles](#) » [Find a Winter Refresh in a Utah State Park](#)

Find a Winter Refresh in a Utah State Park

Find the beauty and intrigue of the winter season on a Utah state park adventure — from ice fishing and snowmobiling to eagle watching and cozying up in a yurt.

Written By Rosie Serago

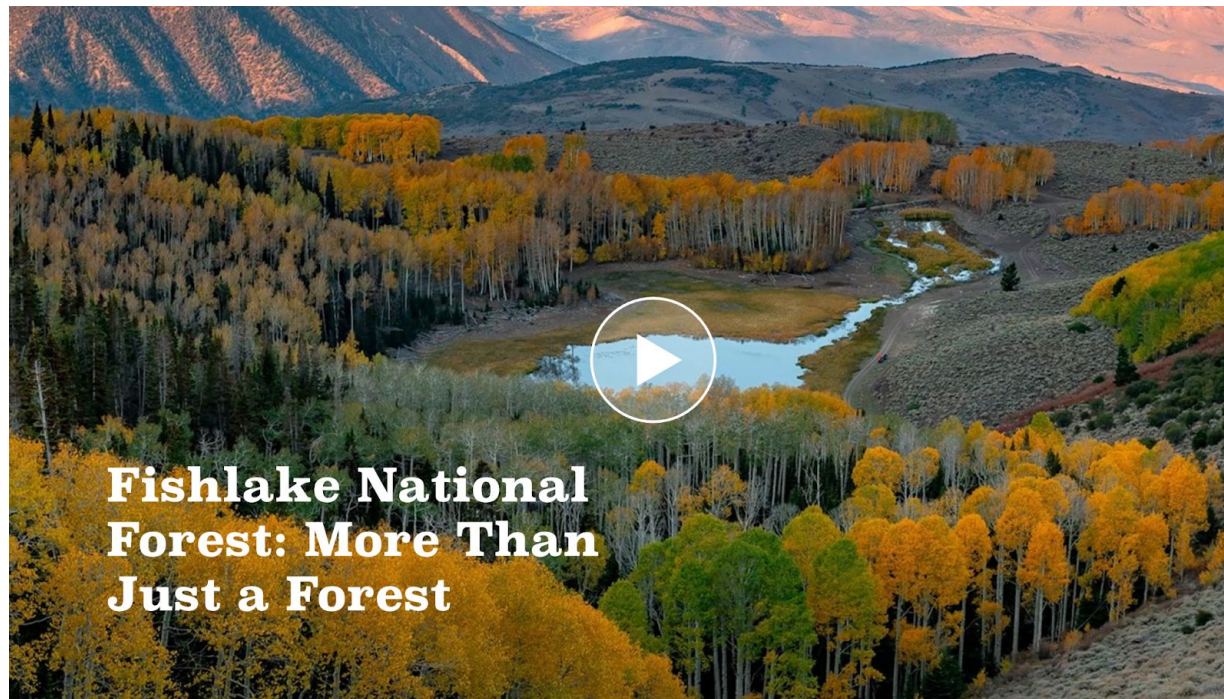


Winter demands a change of pace. Aside from the burst of exhilaration it provides when you're high-tailing it down a ski slope or pushing your skating skills on the ice, it's generally a time to cozy up and reflect. But maybe it's also a time to add something new to your usual winter itinerary.

YOUTUBE

All videos are performing above benchmarks.

Fishlake National Forest video is up to 311,000 impressions.



NEWSLETTER

Sunday long-form emails featuring winter in Southern Utah content generated more than 92,000 opens.

LIFE
UTAH
ELEVATED™

DECEMBER 26TH

A single story shared weekly by Visit Utah



Bryce Canyon National Park

Photo: Hage Photo

Winter's Summits and Rockscapes

There's no better way to experience a bit of everything Utah offers: Ski its heavenly powder snow, then point your car southward to wind your way through the exquisite Bryce Canyon National Park, Zion National Park and a series of crimson-hued state park gems along the way.

Ta da! This itinerary covers some of the magic Utah's wildscapes have to offer, from the high alpine summit of Mt. Timpanogos to the petrified sandstone dunes of Snow Canyon and everything in between. We'll conjure up some of the most spectacular vistas in Utah, including multiple state parks and world-famous Zion and Bryce Canyon national parks. You won't believe your eyes, and, you'll want to come back for more.

Native Performance

- Native articles have generated roughly \$3.1M in hotel revenue with Find a Winter Refresh driving the most efficient bookings.
- Alpine, Apres, Arches is driving the most page views with more than 14k as well as a strong time on page of 2:35.
- The article with the strongest engagement is Winter's Desert: Visiting Southern Utah in the Slow Months with an average time on page of 3:39.



YouTube Campaign Performance

Video	Impressions	View Rate <small>(40% benchmark)</small>	Completed View Rate <small>(20% benchmark)</small>
Fishlake National Forest	311,705	53.4%	23.2%
Anne Kaferle	94,712	54.9%	24.1%
Manti-La Sal	73,070	67.0%	25.7%



LIFE
UTAH
ELEVATED

UOT SKI+

2021/2022

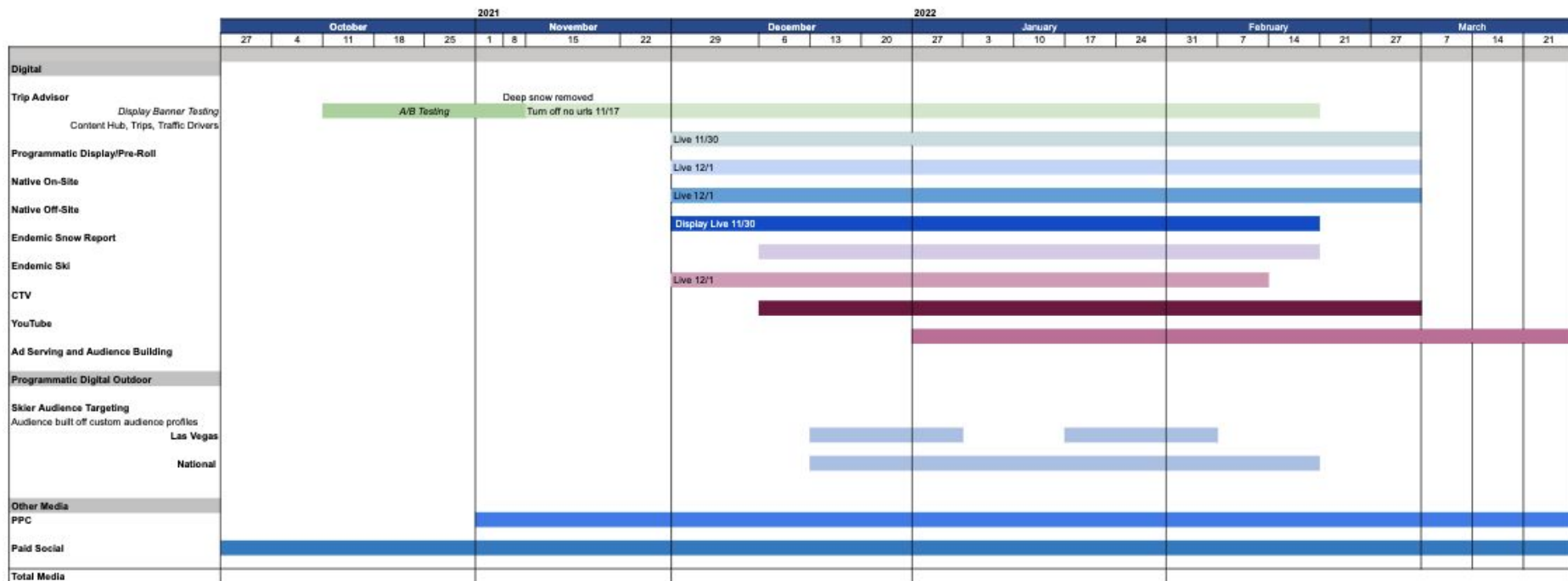
WHY WINTER EXISTS

Ski+ Campaign Performance Update

The Utah Office of Tourism



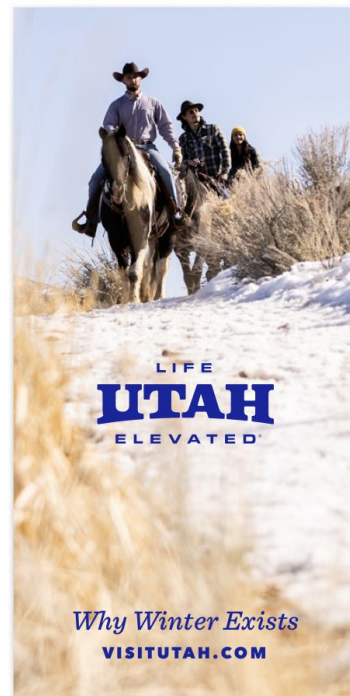
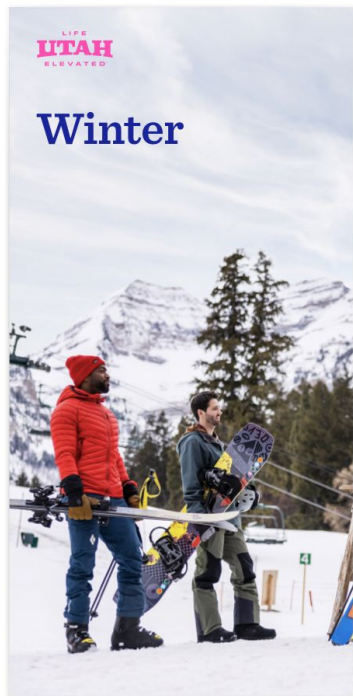
Utah Office of Tourism
Ski+ 2021

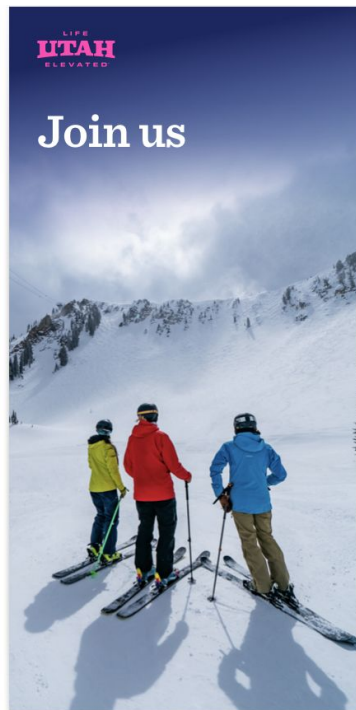


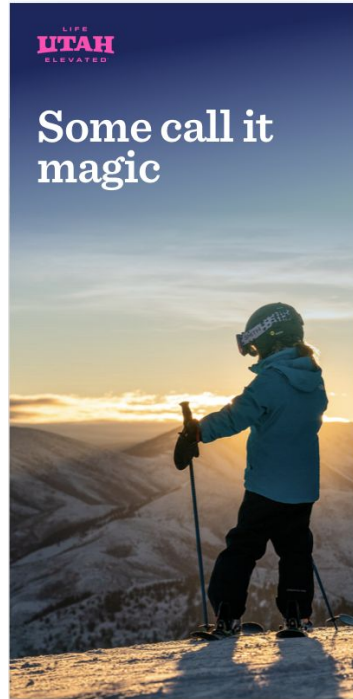
Banner Messaging

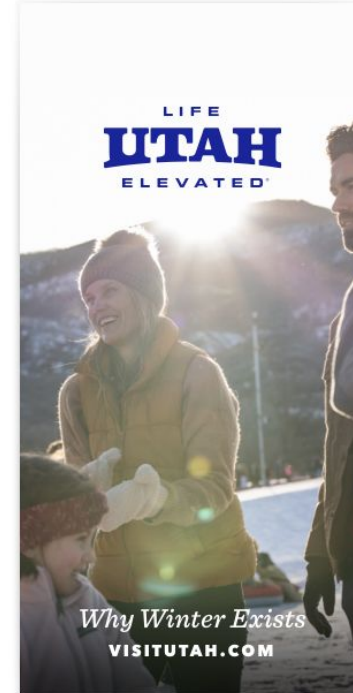


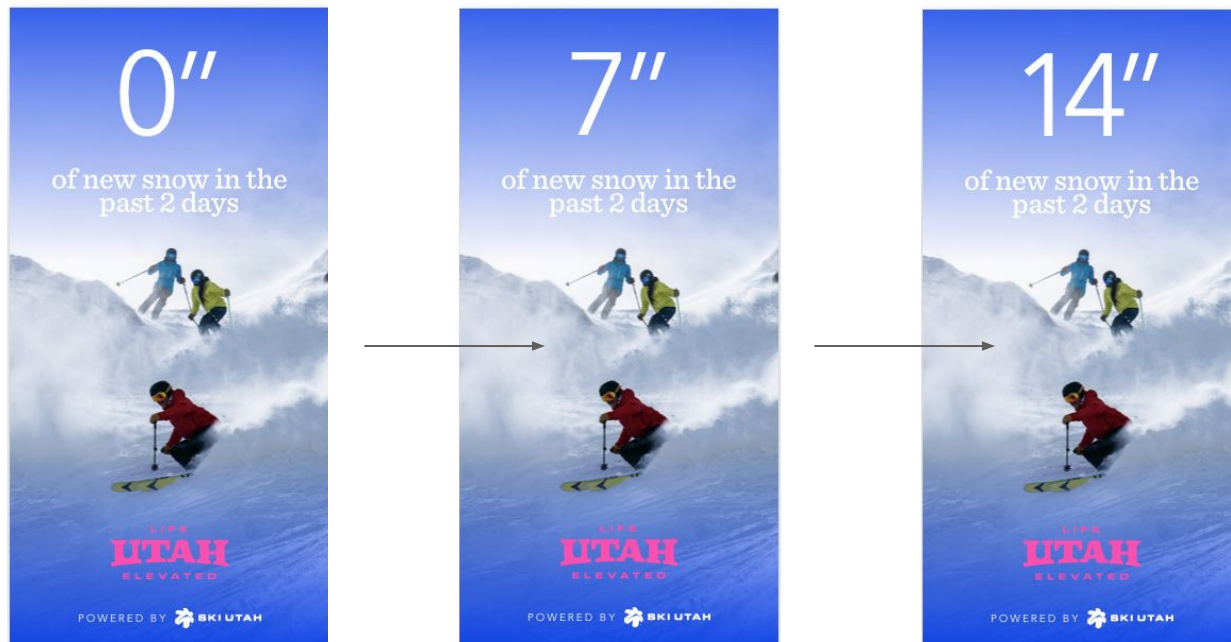












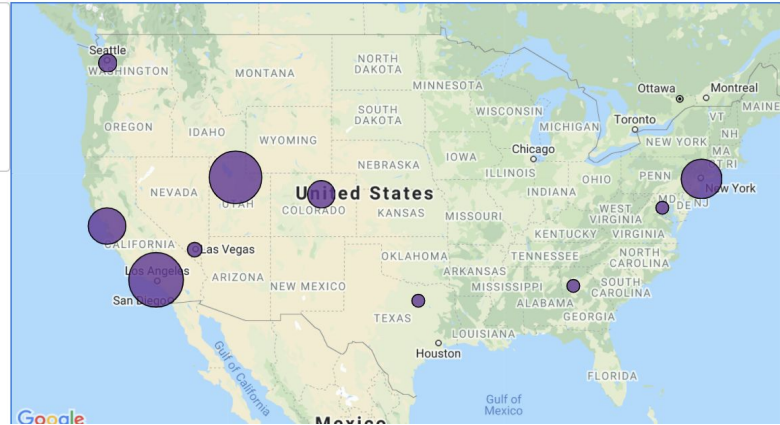
Campaign Performance

Digital Summary

- The Ski+ campaign generated over 255k post impressions, for a total PIR of .57%.
- There were over 1M hotel searches amounting to a total estimated revenue of \$15.2M. This has increased 300% since our December board meeting.
 - ADR \$168.79

Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Los Angeles, CA, US	7.8
2	Salt Lake City, UT, US	7.6
3	New York, NY, US	5.8
4	San Francisco Bay Area, CA, US	5.5
5	Denver, CO, US	4.3
6	Seattle-tacoma, WA, US	3.4
7	Las Vegas, NV, US	3.0
8	Washington, DC, US	2.9
9	Atlanta, GA, US	2.9
10	Dallas-ft Worth, TX, US	2.9



Campaign YOY Data

15%

Increase in ADR from travelers exposed to our campaign compared to the 2020/2021 campaign.

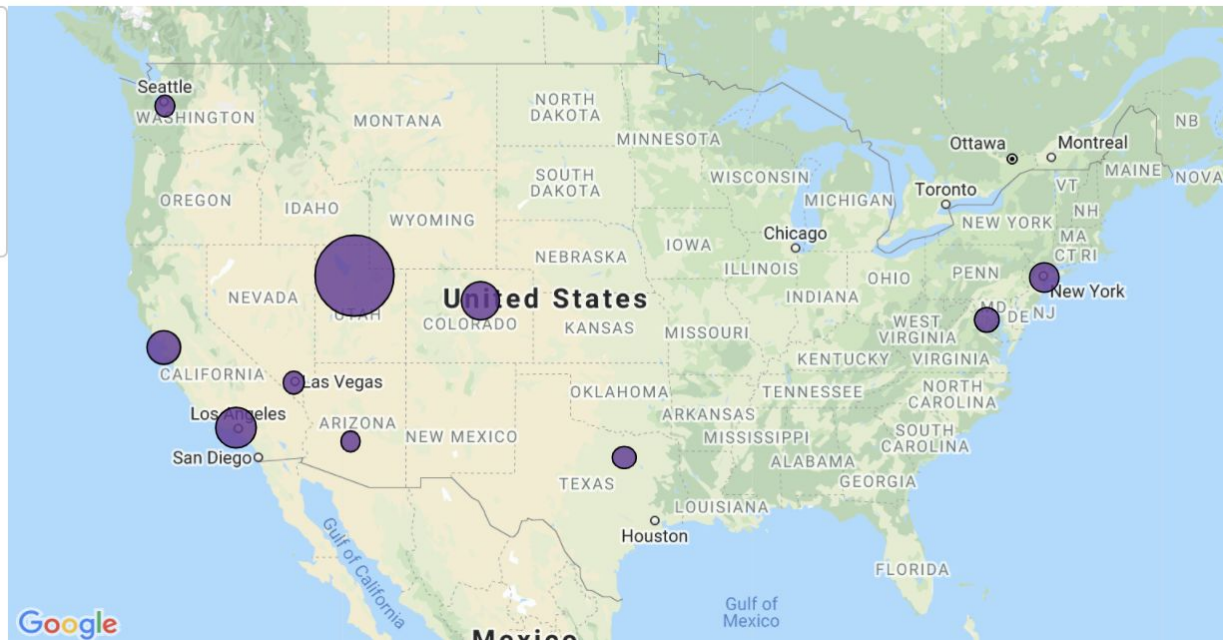
9%

Increase in ADR from travelers exposed to our campaign compared to the 2019/2020 campaign.

Bookings from January 2021:

Top Hotel Origin Markets ?

Rank	Markets	% of Booking
1	Salt Lake City, UT, US	23.0
2	Los Angeles, CA, US	7.0
3	Denver, CO, US	6.1
4	San Francisco Bay Area, CA, US	4.9
5	New York, NY, US	4.2
6	Washington, DC, US	3.2
7	Dallas-ft Worth, TX, US	2.9
8	Las Vegas, NV, US	2.7
9	Seattle-tacoma, WA, US	2.3
10	Phoenix, AZ, US	2.2



Ecosystem Data

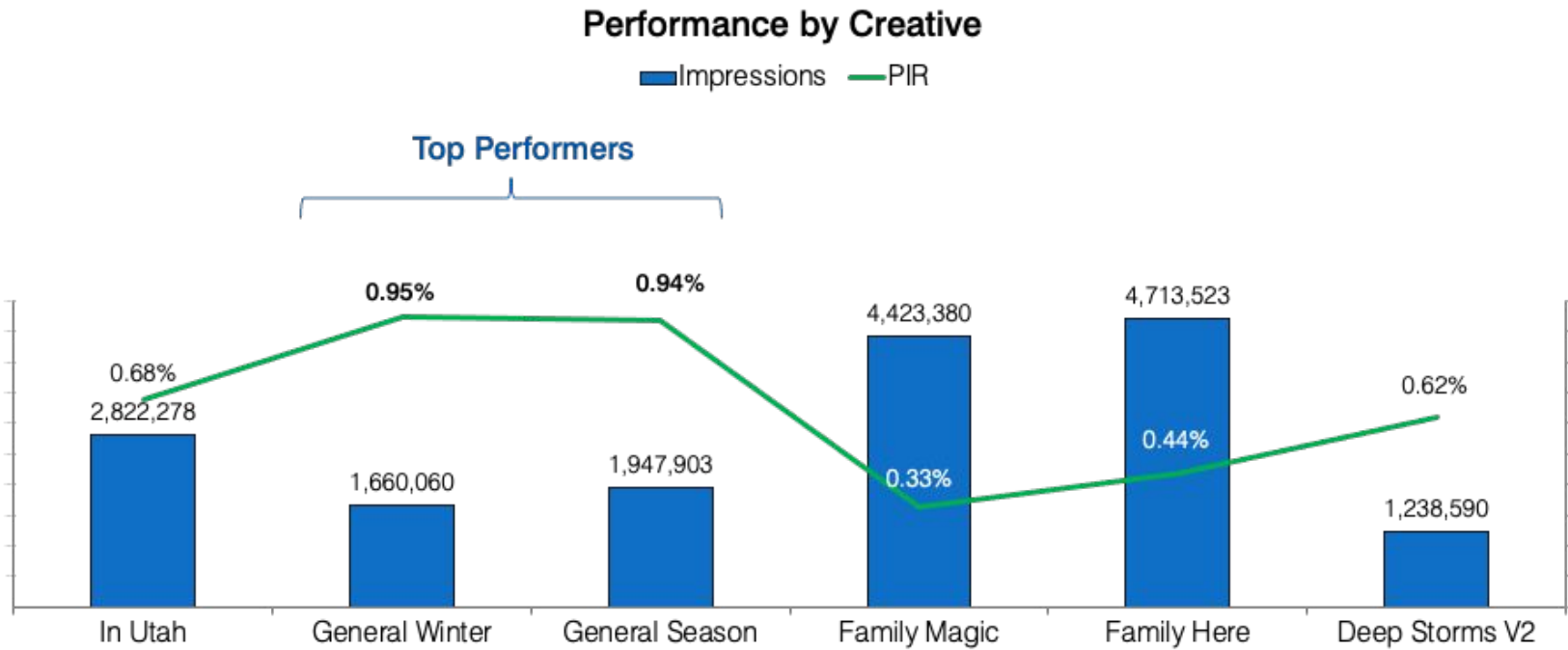
62%

Increase in ADR from travelers exposed to our campaign compared to the baseline Adara observes for all those booking a trip to Utah (\$104.3 vs. \$168.79).

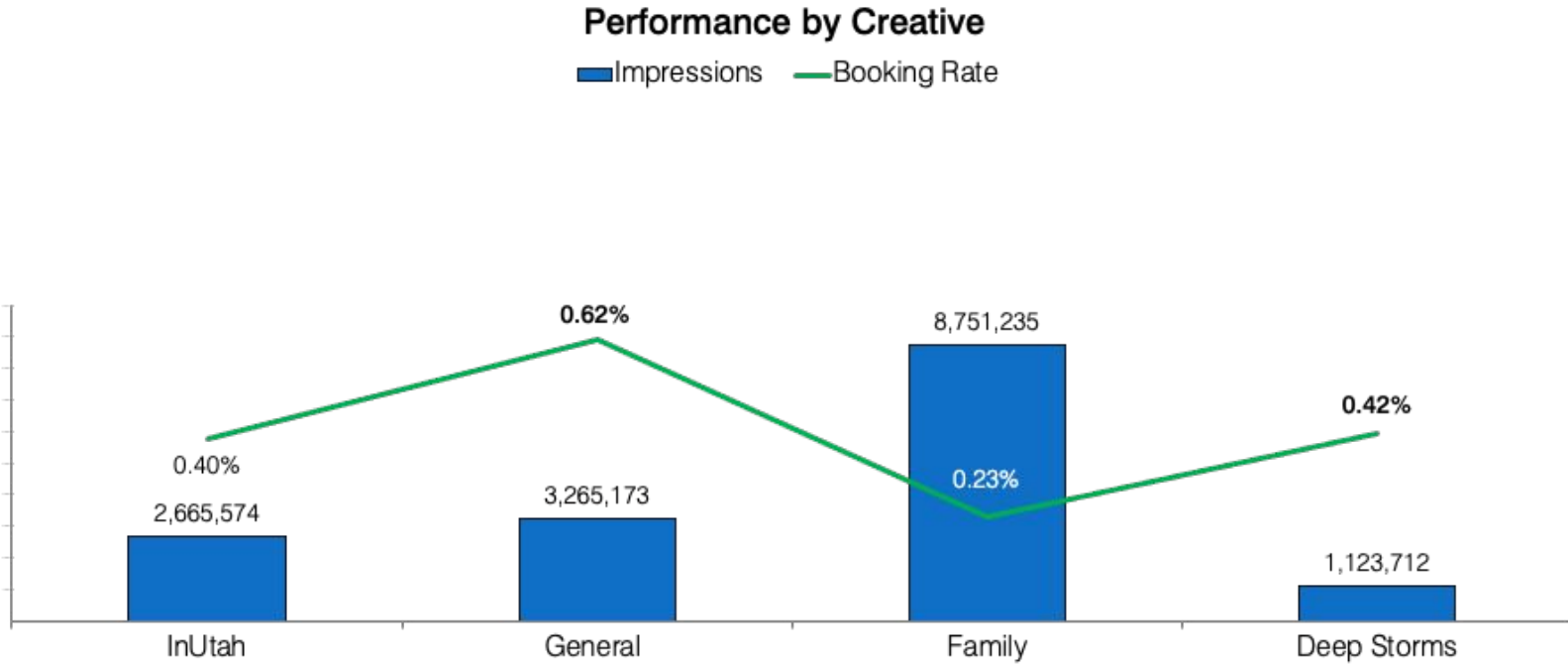
13%

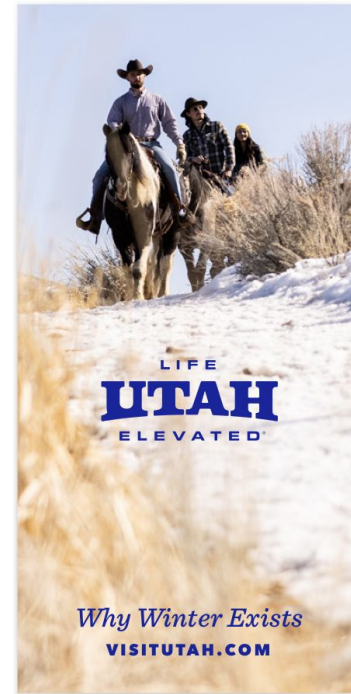
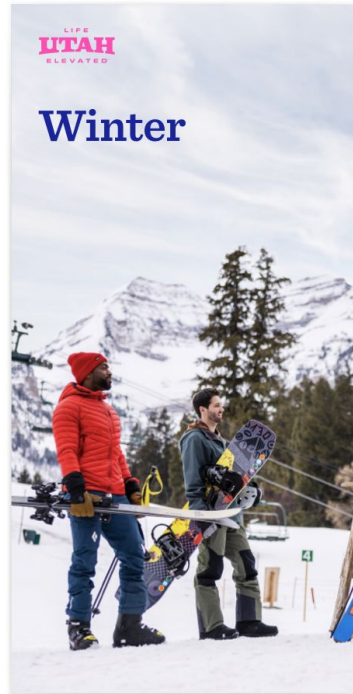
Increase in ADR for our long-distance markets on-average compared to those markets closer to Utah (i.e., Vegas, Phoenix, et cetera).

Aggregated Creative Performance - All Partners



Aggregated Creative Performance - Bookings







Video Spots



:15 Family



:15 Ski

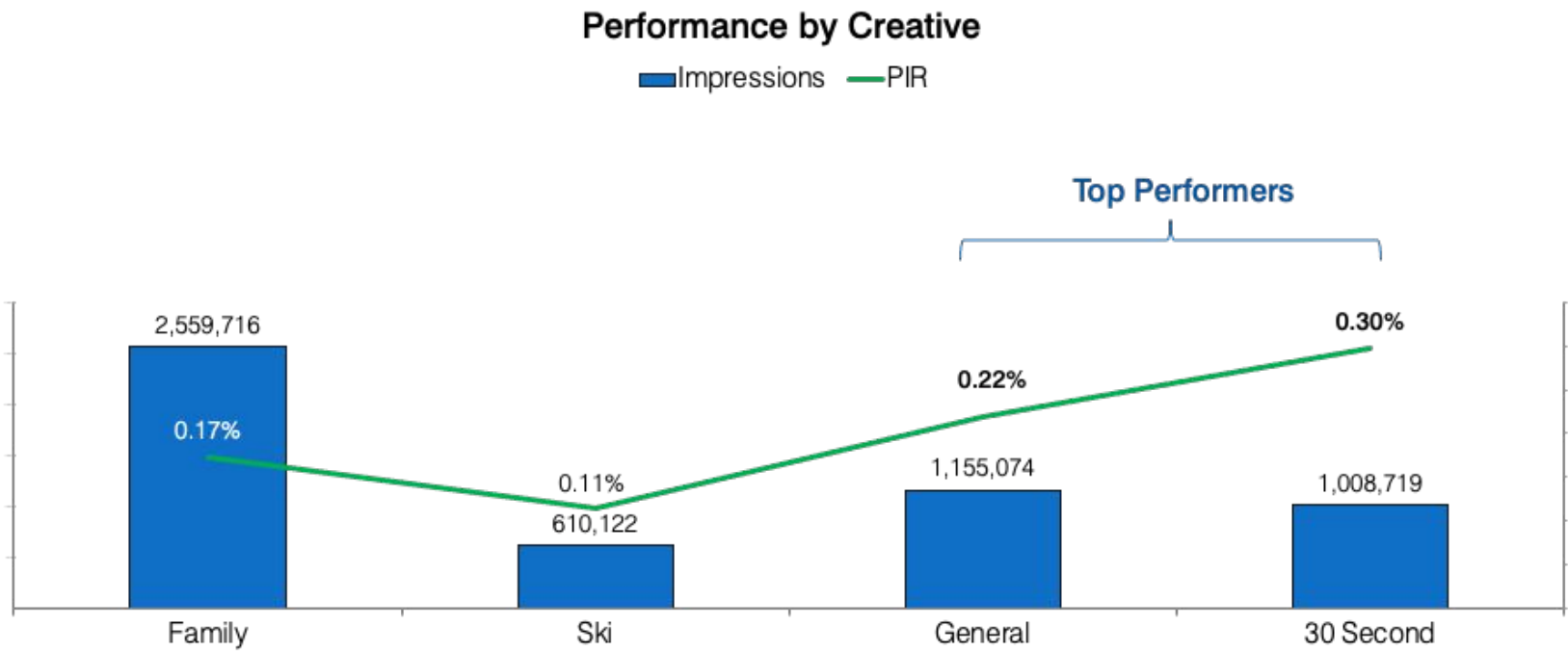


:15 General Audiences



:30

Aggregated Creative Performance - Pre-Roll



Content Marketing Performance

CAMPAIGN TRAFFIC

Nov. 1 - Jan 11

273K

Ski+ Sessions on VisitUtah.com

35%: Paid Search

27%: Organic Search

10%: Native Advertising

8%: Paid Social

\$3.37M

Revenue generated

\$167.49 ADR



SITE TRAFFIC ORIGIN



56%

Fly Market

30%

Drive Market

10%

Utah

3%

International

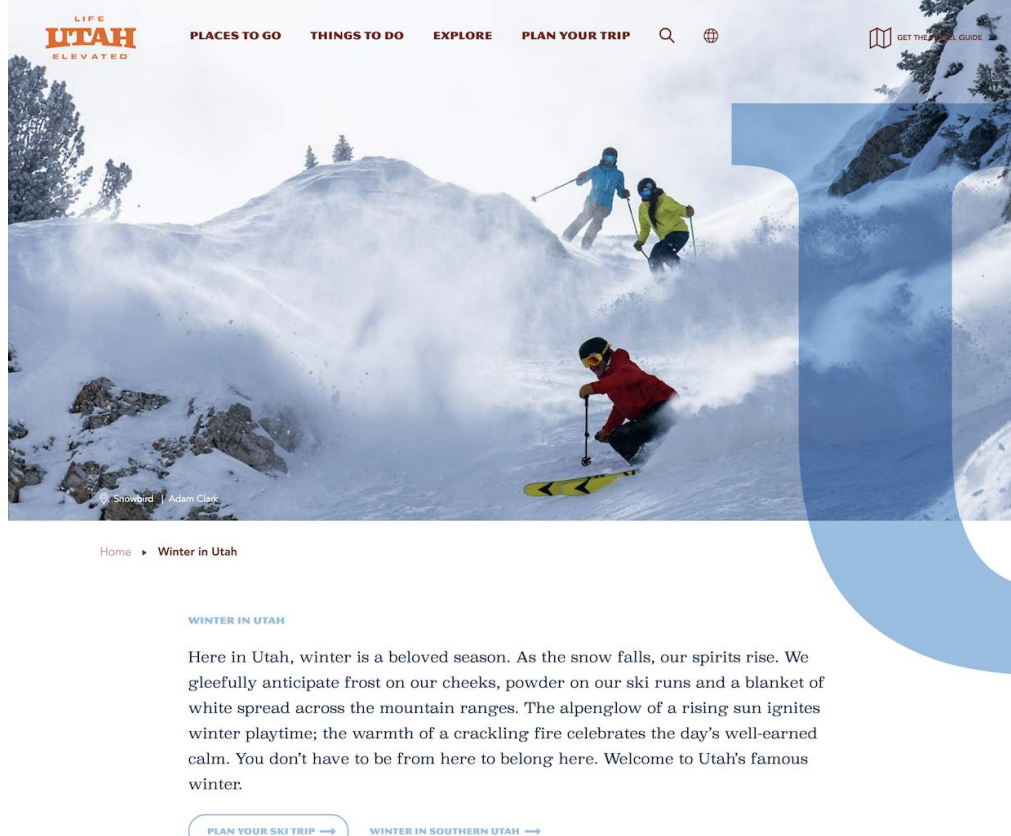
VISITUTAH.COM/WINTER

24K

Pageviews


2:28

Average Time on Page



A full-page background image of a snowy mountain range at dusk. The peaks are covered in thick white snow and dotted with dark evergreen trees. The sky is a deep, dark blue with some wispy clouds. The overall mood is serene and majestic.

THE CREATIVE

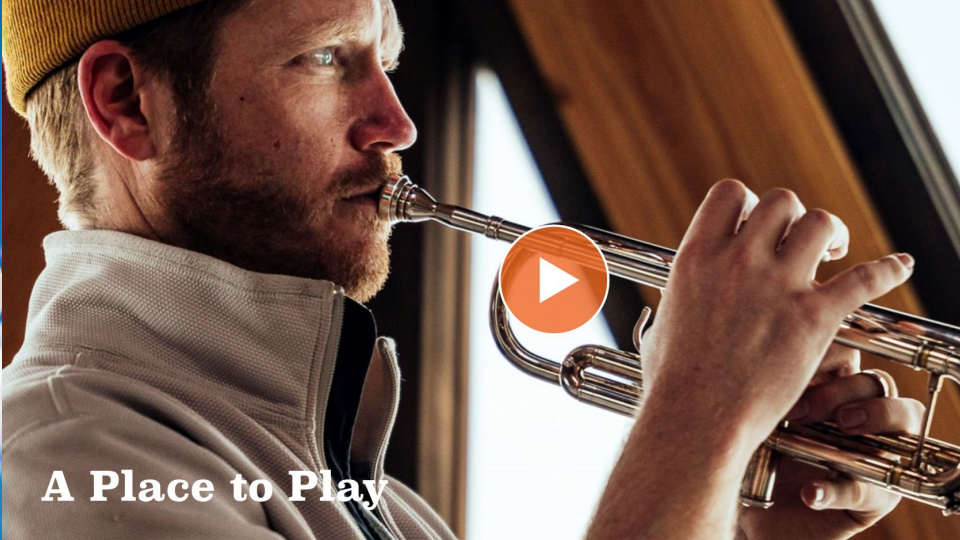


*That tiny little miracle of
nature...is the closest thing to
magic that I've ever found."*

— Photographer Angie Payne



**Brolin Mawejje's
Olympic Journey
from Uganda to
Utah**



A Place to Play



**Utah Symphony's
Ode to Winter**



**Powder Cats
Fosters Connection**

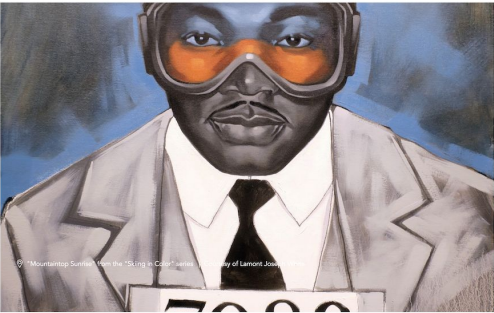




Meet the Park City Artist Who Brings Black Heroes to the Mountain

In his groundbreaking "Skiing in Color" series, artist Lamont Joseph White paints representation into snow sports.

Written By Khai Johannes



© "Mountaintop Summit View the '50,000' in Color" painting by Lamont Joseph White

"No two snowflakes are alike" is a scientific fact heard in such a variety of contexts that it has become an accepted idiom. Our minds have come to accept the idea that nature's cascading confetti is a conglomerate of individuals.

Head tilted upward, we can imagine that each frozen body making its heavenly descent, has embellishments that — while similar to its neighbors — set it apart completely. Imagine looking to the sky and noticing one of those flakes was orange or purple. While we've come to accept that snowflakes can each have a unique shape, could we be accepting of the idea that snowflakes might also be a variety of colors?

What about those who partake in the sports that snowflakes make possible, do we believe skiers and snowboarders can come in a variety of sizes, shapes and colors? Artist Lamont Joseph White has taken his brush to canvas in hopes of expanding perspectives, opening dialogue and sparking change.

Lamont was born in Manhattan and raised in Queens, so it took a little time before the idea of skiing or snowboarding even crossed his mind. It was when his family relocated to suburban New Jersey that he noticed kids showing up to school on Mondays with life tags and new stories to tell. Curiosity sparked, he began craving an adventure he'd not yet experienced. And in 1981 at the age of 13, he got a taste.

Driving home from a Pennsylvania camping trip, his family's car detoured to the base of a ski resort as the halogen lights set the snow aglow. While absorbing the spectacle, his family ran into another family from their neighborhood. It was all so serendipitous, Lamont was convinced this was going to be his chance to test his athletic abilities and return to school with stories of his own. But it turns out they were just there for a quick visit. "I thought I was going to get on skis and see what it was like," he says 39 years later, the disappointment still fresh as he recounts the story.

It wouldn't be until his mid-twenties that Lamont finally took to the slopes. Years after completing his fine art studies at New York City's Fashion Institute of Technology, he interned briefly at Mountain Creek. "Now I can't imagine ski



Artist Lamont Joseph White pictured with his "Color Coordinated" painting from the "Skiing in Color" series

Photo: Courtesy of Lamont Joseph White

When Turns Are About Adaptability, Not Disability

There's more than one way to get down the mountain.

Written By Bob Nassom



© "Regulator Johnson" painting by Lamont Joseph White

"I've looked at life from both sides now."

— Jan Mitchell

January 1972. The Snowbird Tram door opened, and when I stepped onto the summit of 11,000-foot Hidden Peak, I couldn't breathe. It had nothing to do with the thin air. It's because I wasn't prepared for the magnificence surrounding me — piercing blue skies, snow-covered granite peaks and below me, an endless array of untracked ski runs. I was about to be one of the first lucky souls to dive into the steep and deep powder that graced this soon-to-be-a-legend ski mountain.

My guide was brother-in-law Bob Smith, a Snowbird ski instructor who invited me to join him at this two-day-old resort. At the time I was a ski instructor at Beaver Mountain and a student at Utah State University. I had just passed the test designating me as a certified professional instructor. I figured I'd celebrate with a trip to Snowbird.

As a young, accomplished skier, the 3,240 vertical feet of Black Diamond, powder-laden slopes below me was one big playground. Time to play. We launched ourselves into the atmosphere, choosing the wide-open and untracked Regulator Johnson (named after Snowbird founder Ted Johnson) for our first run.

At the bottom of the first steep pitch, we stopped to view our handiwork: perfect twin corkscrews top to bottom. Legs burning and out of breath, we weren't even one-third of the way down the mountain. This was how skiing was meant to be. More downhill than your legs can handle. More exhilarating than you could imagine. Then do it again. And again.

I can't remember how many tram rides we made that day, or how many runs, but I do remember it was the last time I skied Snowbird in that body.

Wintertime Storytelling With Shoshone Tribal Elders

We're shining a spotlight on elders from the Northwestern Band of the Shoshone Nation who keep tribal history alive through the stories traditionally told and retold in winter months.

Written By Michael Gross



© Nicole Mergenau

Native American tribal nations have a rich tradition of storytelling. Many of these stories go back to time immemorial and are believed to have been passed on in one form or another through the generations. These stories range from true and educational to comedic and entertaining. For many tribal nations, wintertime was story time. For the Northwestern Band of the Shoshone Nation, whose cultural homelands stretch from Northern Utah into Southern Idaho, from Western Wyoming to northeastern Nevada, wintertime made sense for telling stories because cold weather prohibited them from doing much else. (Read: "Get to Know Utah's Tribes")

Hunter-gatherer peoples worked extremely hard throughout the seasons procuring sustenance for daily living, and also accumulating the necessities for potentially long winters. Winter was a time when people could take a little bit of a rest from their labors, and share stories to pass the time.

In many tribal nations, tribal elders would teach younger generations about life and those who came before (Read: "Art Keeps the Native American Culture Alive"). It was a time of learning for children and a time of reflection for others. It's tradition that the children gather around while a tribal elder shares truths and other important information with them. If the children are caught falling asleep or otherwise not paying attention, the elder will stop speaking and the session is over.

Here are brief versions of stories from a handful of contemporary Northwestern Shoshone storytellers, all considered tribal Elders with wisdom to impart. Will you be paying attention?


"Native American tribal nations have a rich tradition of storytelling. Many of these stories go back to time immemorial and are believed to have been passed on in one form or another through the generations."



visitutah  • [Follow](#)
Original Audio



visitutah  #FindYourUtahStoke:
Backcountry Skiing in the
#WasatchMountains

The best powder day of your life
brought to you by the tracks less
traveled. 

Presented in partnership with @gopro
featuring @carolinegleich.
#FindYourUtahStoke

2d



francois.wentzel Nice!



2d 1 like Reply



wanda_shell1 Cool!!!



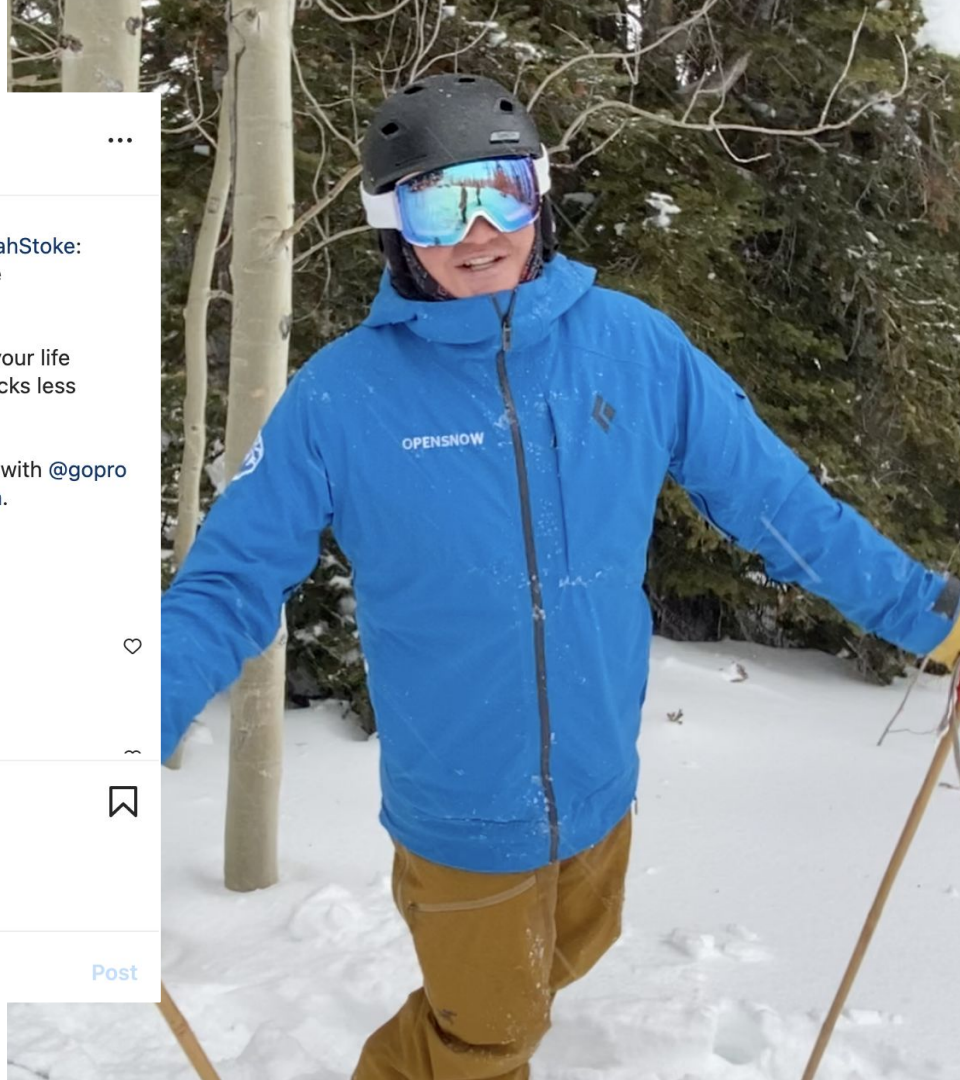
193 likes

2 DAYS AGO



Add a comment...

[Post](#)



[Home](#) • [Articles](#) • [How to Prepare for Your Utah Ski Vacation](#)

How to Prepare for Your Utah Ski Vacation

Written By Evan Thayer



Photo: Adam Clark

As someone who makes a living forecasting snowfall in Utah and spends close to one hundred days on the slopes each winter, I can tell you that the state's tagline — The Greatest Snow on Earth® — is not just an advertising slogan. It's a meteorological fact. We have an unrivaled combination of quantity, quality and frequency of snowfall, as well as epic terrain. That doesn't mean we don't have our challenges during ski season. We do. But there are ways we can avoid those challenges, and even help to mitigate them, all while making the most of our Utah ski and snowboard experience. Before you travel, review our [Ski Travel Checklist](#) and keep these five tips in mind:

1. Avoid the Crowds

The secret is out, Utah's skiing and snowboarding is unparalleled. That means that often our resorts feel the strain of crowds as both visitors and locals alike flock to the slopes. Holidays and weekends are typically when Utah sees its largest influx of visitors and snow enthusiasts. If you're looking for fewer people, you may want to consider avoiding Christmas through New Year's Day, Martin Luther King Jr. Day weekend, as well as President's Day. While non-holiday weekends can also see lift lines and full parking lots, weekdays rarely see either. If you are planning to take a ski trip to Utah, or are a resident, consider planning your on-mountain ski days for weekdays rather than weekends.

The secret is out, Utah's skiing and snowboarding is unparalleled. That means that often our resorts feel the strain of crowds as both visitors and locals alike flock to the slopes. Holidays and weekends are typically when Utah sees its largest influx of visitors and snow enthusiasts. If you're looking for fewer people, you may want to consider avoiding Christmas through New Year's Day, Martin Luther King Jr. Day weekend, as well as President's Day. While non-holiday weekends can also see lift lines and full parking lots, weekdays rarely see either. If you are planning to take a ski trip to Utah, or are a resident, consider planning your on-mountain ski days for weekdays rather than weekends. If weekdays are not an option, another tip is to plan for the afternoons rather than the mornings. My friends and I have a saying, "last chair, best chair." Crowds typically thin around 1 p.m. after lunch, front row parking spots appear, and competition for fresh tracks wanes dramatically.

2. Stay Safe on the Roads

Utah's mountains receive frequent, heavy snowfall. While this is great for our winter recreation opportunities, it also presents winter driving safety challenges. If you are planning to access Utah resorts by vehicle on days in which snow is in the forecast, it is critical that the vehicle is four-wheel



Arriving early (before 8 a.m.), skiing afternoon, or avoiding days immediately following a storm are all effective ways to avoid traffic and find a parking spot.

Photo: Marc Prossy



If you're staying in Salt Lake City or Ogden, consider taking the popular Ski Bus from local park and ride stops.

Photo: Simon Evans/Via Salt Lake



Always remember that skiing and snowboarding are sports with inherent risk.

Photo: Austin Diamond

3. Mind the Traffic

With easy access to Utah's resorts, it's not a surprise that you won't be the only one taking advantage of great snow conditions. Heavy vehicle traffic accessing resorts is not uncommon, especially in the morning hours between 8-10 a.m.. The easiest way to avoid traffic is staying at one of the many superb on-mountain lodging accommodations if you're visiting Utah. However, if you're a resident, it's not in your budget, or the drive of Ogden or Salt Lake City's amenities are just too appealing, there are other options to explore. The vast majority of mountain traffic occurs in the morning hours, particularly on powder days. Arriving early (before 8 a.m.), skiing afternoons, or avoiding days immediately following a storm are all effective ways to avoid traffic. Another option is to take the [UTA Ski Bus](#). Utah's winter public transportation network is extensive and there's a good chance you can find bus routes that will take you directly to the base of the mountain. The more we ride buses, the fewer vehicles we have on the road, and the better traffic will be for everyone. Another reason to ride public transit or carpool? Some resorts charge a parking fee or require a parking reservation, see parking information by resort.

4. Breathe Fresh Air

The same topography in Utah that leads to stunning mountain vistas over sweeping valleys can also present another winter challenge. During times of high pressure, cold air sinks into valleys and basins, leaving warmer air in the mountains. This is called an inversion. Until the next storm moves in to mix out the atmosphere, the cold air is "stuck" in the valley. This also means that any pollutants in the air are also stuck, leading to poor air quality. Luckily, inversions typically only occur a few times per winter, and only impact the lower elevation areas in the valley. The mountains remain clear and are actually a great way to escape poor air quality. However, it is important to be cognizant that during times of inversion, unnecessary vehicle travel through the valleys has a negative impact on the air quality of local communities. If you're looking to ski during an inversion, do what you can to reduce vehicle emissions.

5. Demonstrate Respect for the Mountain

Always remember that skiing and snowboarding are sports with inherent risk. Skiing and riding within your limits is crucial to keeping yourself and others safe. Respecting staff and ski patrol who work tirelessly to keep guests safe is critical — this includes respecting closed terrain and exercising patience while patrollers work to open additional terrain after storms. Pushing yourself out of your comfort zone is a fantastic way to improve as a skier/snowboarder as well as explore new terrain, however, it should not come at the expense of the safety of yourself or others. If you feel the urge to push your boundaries, consider adult ski school or hiring a backcountry guide.

If you've heard the mantra, "leave only footprints," we can easily adapt this during ski season to be, "leave only ski tracks." We are guests in the Western Mountains and have a responsibility to maintain their natural beauty. This includes understanding these areas are home to thousands of species of wildlife. When the snow melts and the skiers leave in the spring, the animals remain. To protect this environment, it is imperative that you are conscientious of what you bring and what you leave behind. Every year, resorts spend hundreds of hours clearing the mountain of trash dropped by skiers and snowboarders during the winter.

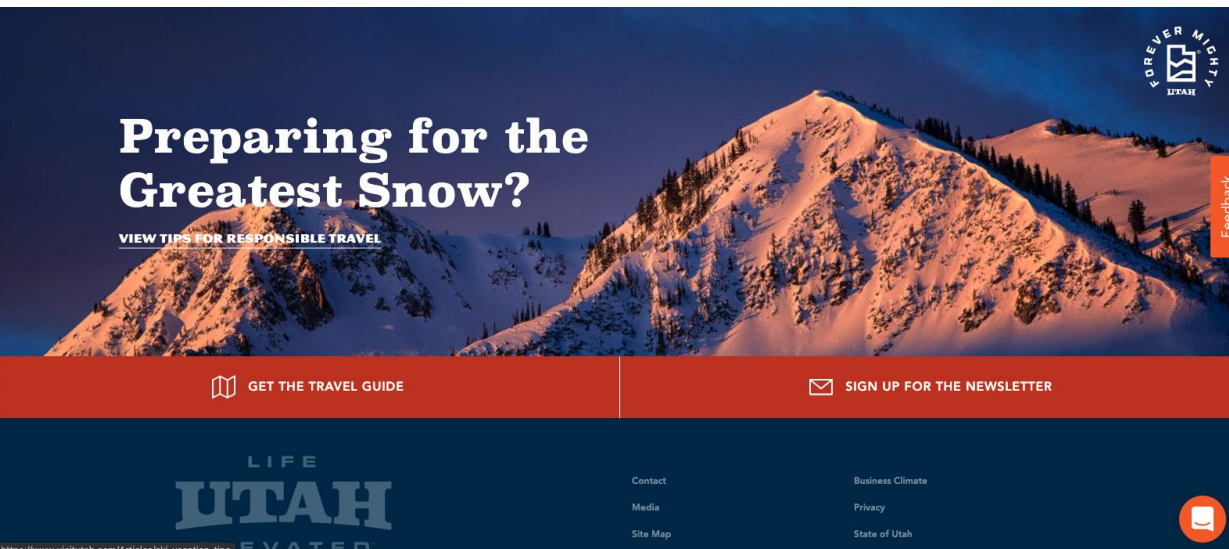
While skiing in Utah, you'll join a community who is passionate about Utah's unparalleled snow, as well as the boundless outdoor winter recreation opportunities that come with it. Everybody deserves to enjoy these incredible mountains — both now and in future generations. By following these simple tips, we can ensure that we are fully prepared to take full advantage of The Greatest Snow on Earth®, not just today, but for years to come. (Read more on how to travel responsibly, a shared ethic called [Forever Mighty](#).)



While non-holiday weekends can also see lift lines and full parking lots, weekdays rarely see either.

Photo: Austin Diamond/Via Salt Lake





<https://www.lifeutah.com/articles/ski-vacation-tips>

and mountain bikers traverse the mountainous island and the park serves as a great launch point to explore the Great Salt Lake by boat or kayak. Historic **Fielding Garr Ranch** is a well-preserved and entertaining pioneer ranch house.





LIFE
UTAH
ELEVATED

Want to win a
GoPro HERO10
to capture all the winter
action this year?

Step 1

Post a photo or Reel of you
exploring Utah's winter
wonderlands and tag
#FOREVERMIGHTY.

Step 3

One randomly
selected winner
will take home a
GoPro Hero10.

Courtesy of:



Enter by January 19th



PERFORMANCE HIGHLIGHTS

INFLUENCER MARKETING

Four influencers visiting
Utah in the next four
weeks.



ORGANIC SOCIAL

Great engagement with
our snowflake macro
photography content.

+ 194K reached
+ 10K engagements

1 2 3 4 5 6 7 8



Dorothy Barnwell Few diff ones caught with my phone



Like · Reply · Message · 4w



Debra A Bernhardt Rare twelve sided snowflake...



Like · Reply · Message · 2w



Crystal Shoults One I took last year



Like · Reply · Message · 4w

GOOGLE SEARCH

VisitUtah.com's ski content saw a 30% increase in average keyword ranking since the end of November.



PAID SEARCH

Bookings that follow a VisitUtah.com paid search ad engagement are at \$187.16, up 46% over last season.


1 2 3 4 5 6 7 8

[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [Shopping](#) [Book](#)

This search may be relevant to recent activity:
[utah ski resorts](#) *for families*

Ad · <https://www.expedia.com/>
10 Best Utah Ski Resorts for 2022 | Expedia
Cancel for Free on Most Hotels. Trips Made Easier & More Flexible. Easy to Plan and Book. Intuitive Trip Planning Allows You to Get More Travel with Less Stress. Expedia's Best Prices. 1 Million Properties. 11+ Million Reviews. Secure Booking.

Ad · <https://www.visitutah.com/mountain-time>
Utah Skiing - Utah Skiing
10 Ski Resorts Less Than an Hour From Salt Lake City International Airport. Come Experience The Greatest Snow on Earth®. Take a Ski Vacation in Utah.
[Places To Go](#) [Things To Do](#) [View Articles](#) [Plan Your Trip](#)

Utah
Ski resort destinations


PUBLIC RELATIONS

To date, 100% of all
SKI+ coverage has
been in a KPI outlet, in
key regional and
national publications
and media outlets.

10 Mountains You've Never Heard Of but Need to Ski This Winter

Brian Head Resort, Utah

TRAVEL+
LEISURE



CREDIT: BRANDON COLBERT PHOTOGRAPHY/GETTY IMAGES

Find it: 329 South Highway 143, Brian Head, UT

Top elevation: 10,970 feet

[Website](#)

This resort is lesser-known than Utah's other major ski mountains, but it comes with more than its fair share of unique attributes, including the fact that it boasts the highest base in the state. And as a bonus, it's the only ski and snowboard mountain where you'll see snow-dusted red rock formations. The resort is actually two different mountains — Giant Steps and Navajo — that connect to form 71 runs. Difficulty is very evenly spread among the trails, with 30% of runs considered easy, 35% intermediate, and 35% considered expert terrain only.

Those who prefer snow tubing will find a 100-foot vertical drop and a 600-foot-long slope at the Giant Steps Tube Hill.

YOUTUBE

An Ode to Winter with the Utah Symphony is up to 199K impressions with 3:26 minutes average percentage viewed (above benchmark).



NATIVE

Nativo: "Bringing Black Heroes to the Mountain" article is driving the most clicks.

Storygize: "Insider's Guide to Ogden" article is driving the most clicks, plus 15K pageviews.



NEWSLETTER

Sunday long-form emails featuring Ski+ campaign-related content generated more than 193,000 opens.

1 2 3 4 5 6 7 8

Utah in Depth: When Turns Are About Adaptability, Not Disability

External

Inbox



Visit Utah inspiration@visitutah.com via mailchimpapp.net
to me

Sun, Jan 2, 1:15 PM (10 days ago)



LIFE
UTAH
ELEVATED

JANUARY 2ND

A single story shared weekly by Visit Utah



Alt Ski Area

Photo: Austen Diamond

When Turns Are About Adaptability, Not Disability

There's more than one way to get down the mountain.

Written by Bob Wassom

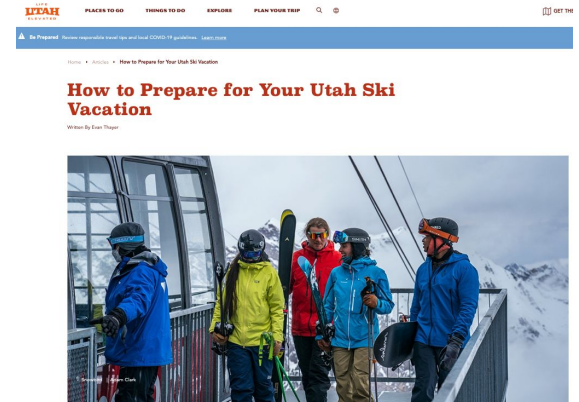
January 1972. The [Snowbird](#) Tram door opened, and when I stepped onto the summit of 11,000-foot Hidden Peak, I couldn't breathe. It had nothing to do with the thin air. It's because I wasn't prepared for the magnificence surrounding me — piercing blue skies, snow-covered granite peaks and below me, an endless array of untracked ski runs. I

LIFE
UTAH
ELEVATED



Storyize Native Performance

- How to Prepare for Your Utah Ski Vacation is driving the second strongest engagement across the entire native advertising campaign with an avg time on page of 2:01.
- The most clicked on native ad insiders Guide to Ogden has driven over 15k page views.



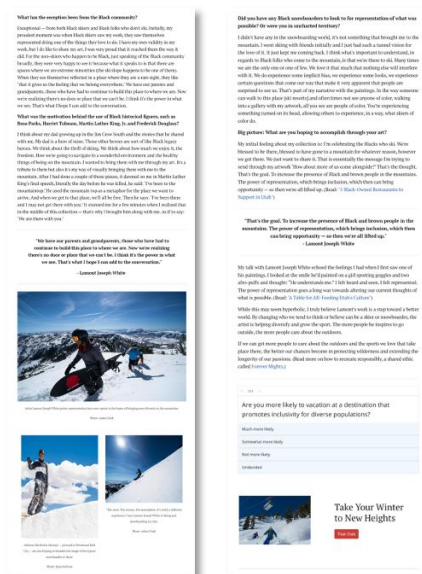
Native Native Performance

- With an avg time on page of 1:44, Picking the Best Utah Ski Resort is driving the strongest engagement in our campaign with Nativio.
- Our article about Utah's easy access is driving the fewest page views but the second strongest engagement.

[illegible][illegible]

Native Native Performance

- Our most clicked on article is, Park City Artist Who Brings Black Heroes to the Mountain, with over 9k page views.



YouTube Campaign Performance

Video	Impressions	View Rate (40% benchmark)	Completed View Rate (20% benchmark)
Sympho Ski	199,641	58.3%	25.1%
Powder Cats	121,312	58.5%	38.6%
Journey to Utah	59,030	47.8%	19.2%

Sympho Ski:



The Greatest Snow on Earth®

One of our most important sub-brands, The Greatest Snow on Earth® (GSOE) is a critical element of our “ski and snow quality” campaign message (see slide 8 for all 5 key messages). We should be using this sub-brand whenever we’re talking about Utah snow, if possible, to continue supporting the association between Utah and great powder.

- Advertising / Creative: Produce a new :15 “Greatest Snow on Earth®”-dedicated spot
- Native Advertising: Marcophotography Photo Essay
- Paid Search: Review branded ad group and related keywords
- Social: Weather Wednesdays snow reports with @wasatchsnowforecast on Instagram Story, snow quality article distribution
- VisitUtah.com: campaign landing page mentions, [snow landing page](#); mentioned in copy throughout other winter pages
- Email: Include a Greatest Snow on Earth® section in December newsletter
- PR: Stories about ski/snow quality: Local expert voices set the science behind the snow; From plane to pow → why you’ve gotta go when it’s going to snow; the midweek miracle.